PLAY METER

UPDATE EDITION

Volume 6, Number 24 December 31, 1980

Rowe/AMI's '81 boxes debut with 'heated' sales talk

By RALPH C. LALLY II

Rowe International's President Merrill Krakauer had the honor of addressing an enthusiastic annual meeting of Rowe distributors October 2-3. Pleased with the performance of Rowe's distributor network over the past year, Krakauer announced that Rowe had, for the second year running, set a new record in sales and return on investment.

It was also announced that Rowe had dramatically increased its share of the phonograph market. For the first time in a very long while, the Rowe president said, he was in a position to state: "We are the largest supplier of phonographs worldwide."

Rowe had chosen the Registry Resort located in Scotsdale, Arizona as the site for the 1980 annual distributors meeting. Enthusiasm was a high as the Arizona temperature when Rowe distributors observed coming out of their best selling year ever.

As a further compliment to his distributor network, Krakauer stated that "Rowe has the strongest marketing organization in the industry. With aggressive marketing backed up by support services, we will continue to dedicate our efforts to keep Rowe a success."

Senior Vice President/Marketing Matt Russ discussed Rowe's success over the past 12 months. He announced that sales were up by 22 percent over the previous year and that every Rowe distributorship had made its sales quota.

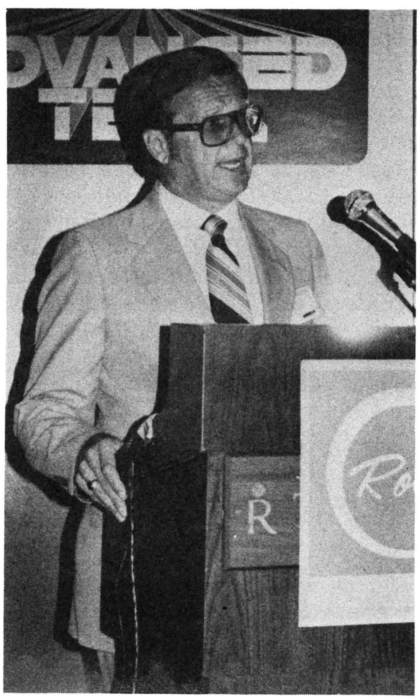
The highlight of the Rowe meeting was the introduction of the new Rowe phonographs. In additional to the console model and the new 160-selection *RI-3* compact model released several months ago, three new 200-selection madels were shown for the first time.

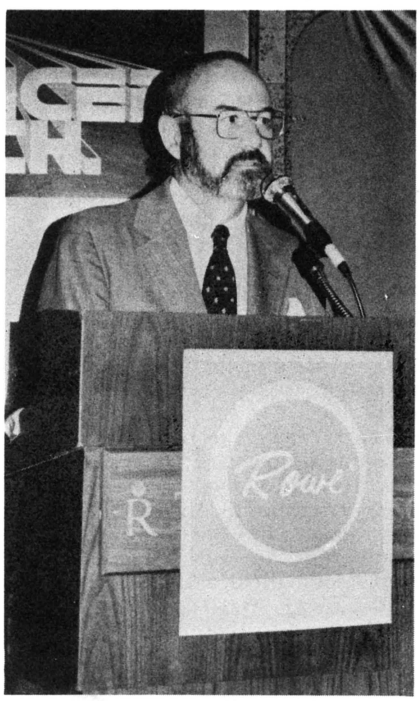
With the accent on advanced technology and design simplicity, Rowe's Ted Lloyd unveiled the three new Rowe phonographs—the *Starlight*, the *Starburst*, and the *Starwood*. The sleek look of the new models delighted the distributors. A newly designed cabinet and new lighting effects were the two major changes in the new phonographs.

Technical improvements included an improved Memorec system, new pricing features, and an ambient noise compensator that automatically raises the volume of the phono as the level of noise in the room increases.

In additional to the new phonographs, a new full-view wall box was also introduced. This new box displays all the song titles and enables pricing to be done through the phonograph instead of through each wallbox.

The new lineup of Rowe phonographs were to be on display at the AMOA Show in Chicago and will also be featured in a special section in the next issue of PLAY METER.





Matt Russ, senior vice president/marketing (left), outlined the success of Rowe in past year. At right, Rowe Sales VP Ed Wiler gives a welcoming address to distributors at Arizona meet.

Update Edition

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Ring out the old, ring in the new—*Update*

PLAY METER UPDATE will go into a larger format with the next issue, Volume 7, Number 2, which is scheduled to be mailed to our subscribers on December 22, 1980. The size of that publication will resemble a newspaper tabloid and will represent twice the amount of printed space of the present UPDATE, beginning with that issue.

The resemblance to a newspaper will be more than just coincidental. The expansion of UPDATE will allow the Play Meter staff to bring all of our coin industry news together in one place—one monthly publication that supplements PLAY METER. In addition to the news, current new product information will be found here, as well as the technical and music programming columns.

Play Meter Publisher and Editor Ralph C. Lally II explained that "this move will advance our aim of printing news of the industry that is as up-to-date as the press schedule will allow. Meanwhile, the features of Play Meter Magazine in its regular monthly format will continue to embrace business advice, industry interviews, more technical data, and readable articles—all the things that have made PLAY METER the leader in publishing for the coin-operated amusement industry."

News of a "hard," factual, or timely nature will be presented in the new UPDATE, under deadlines that will send the supplement to PLAY METER on its way to its readers as quickly as possible, on a regular basis.

PLAY METER UPDATE is mailed only to subscribers of this magazine. ‡

Xcor cash results improve

OAK BROOK, Ill.—Xcor International, Inc. reported that for the nine months ended September 30, 1980, its revenues were $118,367,000 and net income was $4,523,000, or $1.57 per share. These results compare with revenues of $106,472,000, and a net loss of $326,000, or 6 cents per share for the first nine months of 1979.

For its third quarter, ended September 30, 1980, revenues were $29,685,000 and net income was $606,000, or 22 cents per share. These results compare with revenues of $31,936,000 and a net loss of $4,858,000, or $1.61 per share in the same period of 1979.

Income in the third quarter of 1980 included a $2,250,000 net settlement of the Choice Vend, Inc. business interruption insurance claim. The claim was based on the shutdown of the Choice Vend facility in Windsor Locks, Connecticut from October 3 throgh January 14, 1980 as a result of tornado damage. In the third quarter of 1979, Xcor had established a $4.9 million provision (net of tax credit) for losses against its investment in The Seeburg Corporation.

In commenting on the results, Xcor Chairman Louis J. Nicastro said, "The company showed operating profits in all areas of its business for the first nine months of the year, with the exception of its Choice Vend subsidiary which manufactures bottle and can vending machines. Choice Vend continued to suffer from a general softening of the vending machine market."

He explained further that "during the first nine months of the year, Williams Electronics, Inc. continued to strengthen its position as the leading manufacturer of pinball games, and King Musical Instruments, Inc. showed strong earnings gains."

Seeburg slots named G.D.I.

John Nicastro, general manager of Williams Electronics Slot Division (Seeburg Slots) announced in late October that final arrangements were being made for installation of 546 Seeburg slot machines at the Jockey Club in Las Vegas.

Nicastro pointed out that the Jockey Club will purchase 100 percent of its slots from his company—"which will give us a premiere showcase for our product in the heart of the world's gambling capital."

The *G.D.I.* logo will soon be replacing that of Seeburg on Williams' slot machines, to mark the introduction of "a new generation of microprocessor-controlled slot machines," said Nicastro.

Biggest billiards bash is on tap

LAS VEGAS—The two largest tournaments in the history of pocket billiards will hold center stage back-to-back at the Tropicana Hotel and Country Club here, from November 30 through December 7.

The Second Annual Nine-Ball World Pro-Am and First Annual Eight-Ball World Classic each will pay out a minimum of $127,500 in cash prizes.

Organized by Battle Enterprises, Ltd. of Amarillo, Texas, in association with the Tropicana, each tournament offers a first prize of at least $25,000 in the main competition. Women-only and second-chance events are also planned.

All amateur and professionals 21 years of age or older are eligible to compete.

"Players are enrolling from throughout the United States, England, Canada, Australia, and numerous other nations," said Michael L. Battle, president of Battle Enterprises and former defensive back for the New York Jets.

The nine-ball tournament, slated for November 30 through December 3, would pay out $110,000 over 64 places in the women-only event, at the minimum entry level of 450 main players and 64 women competitors.

Payout would exceed $1 million for the nine-ball tournament if the maximum of 4,050 main players and 512 women players were attained.

Prizes in the eight-ball tournament, scheduled for December 4 through December 7, are based upon the same formula.

Basic entry fee in either main competition or women-only event is $600. The figure includes double-occupancy accommodations for four nights at the Tropicana. Private rooms are available for an additional $100 per tournament.

Cutoff date for entry registration is October 15.

The second-chance events, for losers in the first round of the competitions, have an on-sight entry fee of $100. All second-chance entry fees will be disbursed as prize money in those competitions.

"The rules—single elimination, one foul-ball in hand, and loser breaks except in the final round of each tournament—are set up to help less-skilled players," Battle said. "Winners in each round will be determined by the best performance in two out of three games, two out of three sets, except for the final round of each tournament. There the victor must win at least four out of seven games, two out of three sets."

Last year the main competition winner in the First Annual Nine-Ball World Pro-Am was a "dark horse," Warren Costanzo, a Reno, Nevada card dealer. First place in the women-only competition was captured by Sherri Sewell of Oklahoma City, in her first tournament appearance.

The tournaments this year will be played on specially designed 3½-X-7 tables supplied by The Valley Company of Bay City, Michigan.

All play will be supervised by an independent commission established for the tournament. Commisssion members include baseball's George Brett and Ken Brett of the Kansas City Royals; Conrad Burkman, publisher of the National Billiard News; and Melodie Horn, columnist for the National Billiard News. The price of spectator tickets will be $15 per day for the preliminary rounds and $25 per day on the day of the final round. Spectator passes for each entire tournament will be available for $40.

Battle Enterprises maintains offices at 714 South Tyler Street, Suite 316, Amarillo, Texas 79101. The toll-free telephone number for tournament information is 800/858-4362; from Texas call collect, 806/374-2999.

A scene like this will be staged in Las Vegas with two large billiards tournaments coming up at the Tropicana.

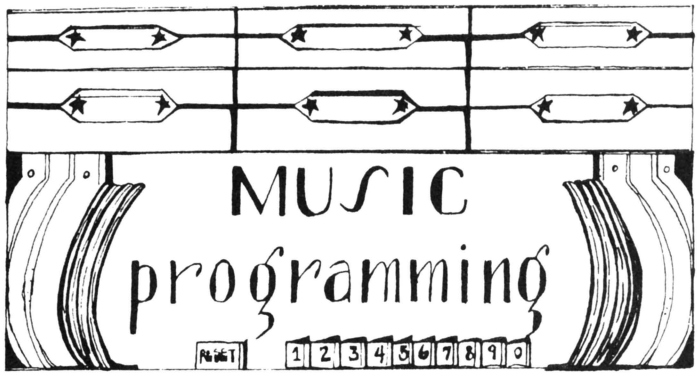
Pins play for Easter seals

Pinball players will be gathering to play in the TIME OUT for EASTER SEALS Pinball Tournament to be held on Saturday, November 15 in Albany, New York. First prize will be a brand new, talking, *Alien Poker* pinball machine, donated by Williams Electronics, Inc.

The tournament is presented by Easter Seals in conjunction with Time Out Family Amusement Centers. Participants will be playing *Firepower, Gorgar, Flash,* and two video games, and will compete for trophies, t-shirts, records, movie passes, and twenty otherprizes, according to the Easter Seal Society.

The pinball machine, according to Easter Seals representative Norman Gerber, will be awarded to the player raising the most money in sponsor donations. Proceeds will benefit Easter Seal's services for the handicapped.

Inquiries concerning the tournament can be addressed to Norman Gerber at the Easter Seal Society, 194 Washington Avenue, Albany, New York 12210 or at Telephone: (518)434-4103.



By Pat Matthews

Program Director
WQUE New Orleans

The return of a Beatle, among others

1980 has come and is just about gone. It's been an interesting year, to say the least. Comebacks in the music industry were numerous. Label switching was in the forefront moreso than in recent memory. And it was the year for the new artist—I think this more than anything highlighted the first year of the new decade, musically speaking, and that's healthy!

WHEN WE GET MARRIED—LARRY GRAHAM—Warner Brothers/WBS 49581

From the album "One In a Million You," which spawned the very successful single of the same name, it's Larry Graham, the "new golden throat" of soul with alight, dreamy tune all about what's on a lot of young girls' minds these days. So much for the lyrical content. The vocal arrangement conjures up memories of the Platters and a lot of other soulful vocalists from the late fifties and early sixties. Could be a "sleeper". *9 out of 10* on highest chart.

I'M HAPPY THAT LOVE HAS FOUND YOU—JIMMY HALL—Epic/9-50931

This is a good record. And it continues the skein of new artists which began, as we said earlier, in 1980. What this record has the most of is a commercial sound. Excellent vocals fronting a toe tapping backing arrangement make this a sure-shot winner for this new star on the horizon: *9 out of 10* for sure.

TURN AND WALK AWAY—THE BABYS—Chrysalis/CHS 2467

A new album and a new single. That's good news for their fans or for people yet to be exposed to them, for that matter. This one's done up in typical Babys' style. The brash mellowness of John Waite's vocals lead the way for searing guitars and a heavy back beat. Seems to be in the same mold as the mildly successful "Back On My Feet Again" from a year ago. Could go as high as *7 out of 10*.

NO BIG DEAL—AMBROSIA—Warner Brothers/WBS 49590

Here's quite a switch from the mellow, somewhat soulful initial offerings which have preceeded from the ultra-successful "One Eighty" lp.

This time out it's Ambrosia at their rock' n' rollin' bes, a side of this group seldom heard by the average radio listener. And to this average person, the song may end up being just what the title implies; *7 out of 10* outside possibility.

SONG FOR YOU—CHICAGO—Columbia/11-11376

When I first heard the latest lp from these prolific musicians, I liked "Thunder and Lightening" as the single choice. It was a mid-charter and I reviewed it as such in an earlier column. As I also said to my wife, this new single had definite possibilities. Well, of course, it's positively the new 45 rpm release and it remains to be seen how well it'll do. About the song: it's a pretty enough-an acoustic ballad sung beautifully by its writer, Peter Cetera. Cetera has been in Chicago from the beginning and has penned a number of ballads for the group. Notably, "Wishing You Were Here" from a few years back. The vocals are strong, the acoustic guitar and synthesizer lend support, but there's something missing. That missing ingredient is obvious. There are no horns! Quite an adjustment for the ears: Chicago without horns. Even "Colour My World" had a flute to carry the song to the end. The song is good enough, though, so I give it a *7 out of 10*.

I LOVE A RAINY NIGHT—

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

EDDIE RABBITT—Elektra/E-47066-A

In the spirit of Buddy Holley, Eddie's keeping himself very visable now that he's made the big crossover to Pop with "Drivin' My Life Away". This one's in the same tradition as the aforementioned super success, except this one's a bit more electric and there's no windshield wipers to clear the rain. The thing I find the most amusing is that there's nothing in this song, audibly, that is Country, but then again, most of Anne Murray's stuff isn't either and she is still considered a Country artist—and so is Eddie Rabbitt. Give it a *10 out of 10* on highest chart.

JUST LIKE STARTING OVER—JOHN LENNON—Geffen Records/GEF 49604

Who would have thought a former Beatle would be the other artist on a new label that up until now only had Donna Summer on it? Not me for sure. But, this record is not merely a record or a song, it's an historical event! It marks the first time the recently very private John Lennon has ventured into a recording studio since October, 1974. Well, that was for the release of the now classic "Rock' n' Roll lp and if the initial single release from this new "Double Fantasy" album, a two record set is any indication of what's on the rest of the lp, John is picking up his rock' n' roll ways just where he left off.

The song starts off as a ballad sounding a lot like the Guess Who's "Laughing" then moves into a definite Beach Boy-ish good time sound. Redundant chord triplets on the piano keep this simple song going. Initial reaction has been great and this will probably be Lennon's biggest hit ever. Trust me: *10 out of 10.*

Tom Fox heads UBI marketing

Thomas P. Fox has recently joined United Billiards, Inc. as head of sales and marketing.

He brings with him a financial background of serving as vice president of marketing and advertising for The Iron Bank in Morristown, New Jersey from 1969 to 1973; vice president, business development for Midlantic/Citizens Bank from 1973 to 1980.

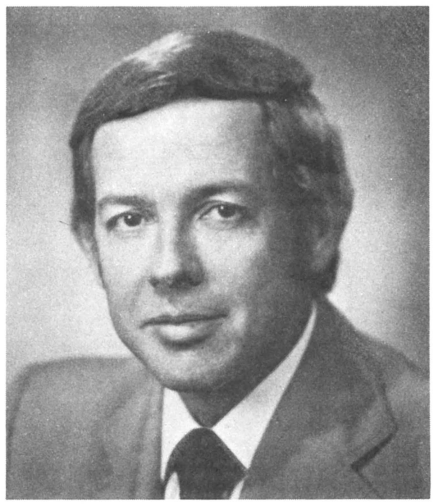
A graduate of Upsala College, Mr. Fox is married, has three boys and resides in Sparta, New Jersey.

Bessell is Coinco director/Sydney

ST. LOUIS—Ronald Bessell has been appointed managing director of Coin Acceptors, Incorporated's (Coinco's) beanch office in Sydney, Australia, which is a new post, announced Claude Trieman, president.

A native Australian, Bessell will be responsible for establishing and managing Coinco's Sydney branch. Prior to joining Coinco, he was operations coordinator for Coca-Cola Export Corporation, Fountain Beverage Division, in Silverwater, New South Wales.

Bessell, who holds a management certificate from Bankstown Technical College, lives with his wife, Robyn Anne, and their two daughters, Belinda and Bronwyn, in a suburb of Sydney.



Ron Bessell

D. Gottlieb tags service staff

The appointments of George Offshack as technical services manager and Bruce Minus as field service engineer have been announced by Richard Finger, Gottlieb director of engineering.

In commenting on the promotion, Gil Pollock, Gottlieb V.P. of Operations said, "George Offshack is well known to every Gottlieb distributor and to literally hundreds of game operators around the country through his intensive series of service schools conducted during the last two years. His appointment will be greeted with enthusiasm by those who have benefited from his schools in every major market area."

Finger concluded, "We are also very pleased with the appointment of Bruce Minus, who came to us with broad experience in Solid State and Electro-Mechanical technology. He will continue to conduct schools on a regular basis through Gottlieb distributors after the AMOA Show.

A. Hankin handles Atari Down Under

Effective October 10, 1980, A. Hankin and Company of Newcastle, NSW, Australia will serve as an Atari distributor for Australia.

A. Hankin, currently operated by Peter and David Hankin, has been in the games business in Australia for a little more than 23 years. As well as acting as a distributor for video games, they also manufacture pinball games. Their latest pinball game is *The Empire Strikes Back,* the theme of which is based on the current hit movie.

In making the announcement, Sue Elliott, Atari's international sales manager, who visited the A. Hankin facility earlier this year, stated: "We would like to welcome A. Hankin and Company to the Atari distributor group. They will help us to serve our Australian operators more completely, and we look forward to our association with them."

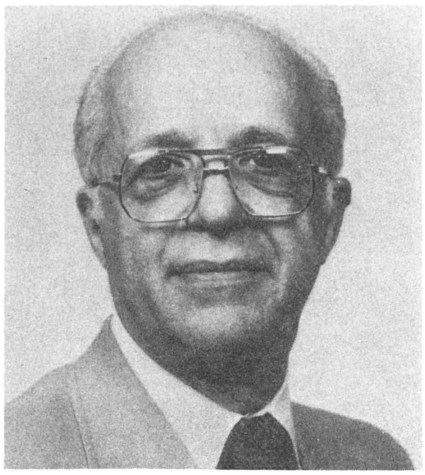
Atari's coin-op products are now being distributed in Australia by both Leisure and Allied Industries and by A. Hankin and Company.

Mountain Coin buys Phoenix arm

Mountain Coin Machine Distributors has announced its recent acquisition of Statewide Coin Machine Distributors in Phoenix.

Elden Kingston, owner of Mountain Coinm stated that the purchase of Statewide, added to distributorships in Denver, Salt Lake City, and Albuquerque, has "achieved our goal of being able to supply the best of coin operated games, music, and vending, along with excellent backup service and parts to all of our operators in those and surrounding areas."

He said Sam Pacino has been retained to serve as division manager in Phoenix. "Sam's years of experience and knowledge of this industry will be a tremendous asset to Mountain Coin," said Kingston.



John Chapin

Chapin is Centuri VP

John T. Chapin has been named vice-president of Music Systems for Centuri, Inc.

Chapin, a veteran of the jukebox industry with more than 30 years of product development experience in the field, will be directly involved in Centuri's entrance into the jukebox manufacturing business.

"Modern electronics have changed the jukebox industry. It's no longer simple mechanics but, rather complex technology and sophisticated manufacturing procedures," Chapin said.

"Centuri is entering this market, quite simply, to produce the best coin-operated phonograph available —at the lowest possible price."

Chapin is a graduate of and former instructor at Temple University. His background includes a BA degree in physics and math, and practical experience in engineering, production, marketing, and administrationn in the coin-operated music entertainment business. He most recently served as president of the Seeberg Company.

"John Chapin is a man for whom I have a great deal of respect," said Centuri president Ed Miller. "With over 20 years of experience, he knows the music business from every point of view. John's contribution to Centuri's Music Division will be that of profound experience and substantial credibility."

Under Chapin's direction the firm plans to introduce its first jukebox, the Centuri *"2001"*, in January 1981.

TECHNICAL TOPICS

Cinematronics games modifications

By Zac Oliver

Here are a couple of service bulletins issued by Don Wright from Cinematronics' Customer Service Department. Beyond the technical info, Don sends nice words, too, about service.

High speed analog switch on vector monitors

The analog switch in Cinematronics monitors can be damaged if the -15 volt supply line reaches the chip before the +15 volt line. Addition of a 1N914 diode protects against this condition.Attach the cathode (banded end) of the diode to pin 4 of the analog switch socket. Attach the anode to pin 5. After soldering, clean thoroughly with proper solvent or resin remover solution.

ROM conversion

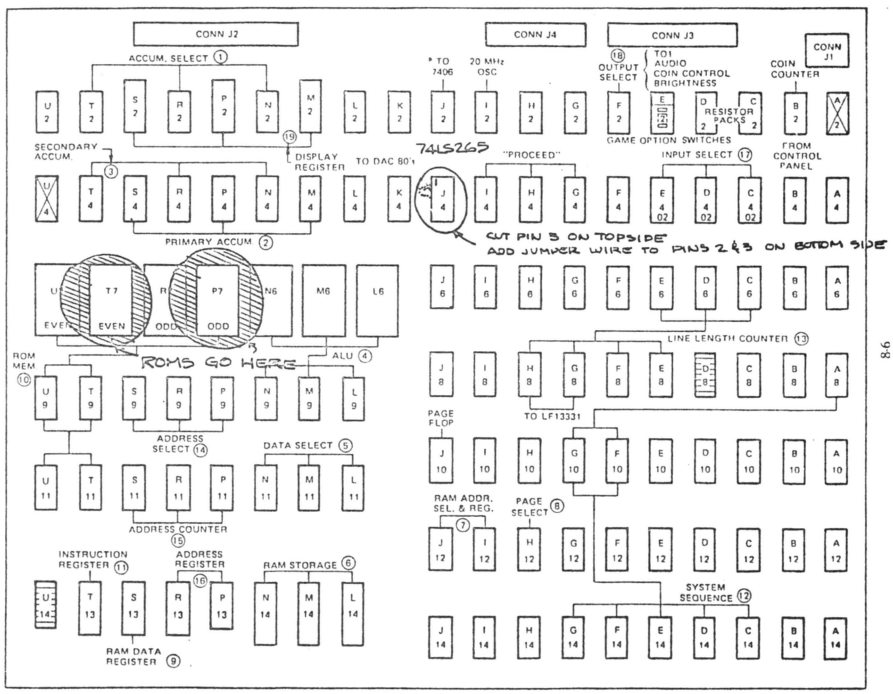
Early runs of some Cinematronics games may have an auxiliary memory board mounted above the main logic and adjacent to the audio board. This board contains eight EPROM ICs and two 24-pin ribbon cables that attach to sockets in the main logic board.

As the game ROMs become available, it is advised that the PROM board be returned to the factory in exchange for game ROMs.

A slight modification may be necessary to use game ROMs. Pin 3 of the IC in position J4 must be cut (*see diagram*). On the *underside* of the board, attach a short length of bus wire to pins 2 and 3.

The ROMs are to be inserted into positions T7 and P7, adjacent to the sockets that the PROM board had occupied.

Position T7 takes the ROM marked X-XXX002. P7 is for the ROM marked X-XXX001 •



WATCH JANUARY PLAY METER FOR JUKEBOX ISSUE & AMOA COVERAGE!

COIN NOTES:

Ireland distributor is smiling

Coin Operated Amusements Ltd. of Dublin Rd., Kildare have recently appointed Martin Dempsey as Sales Director. He has been with the Company for just over 5 years and was originally involved in the Operations Division. When the Company branched into selling and distributing about 3 years ago he became involved with their distributing company since last October when they formed two separate companies to deal with the site operations and arcade end of the business.

The company is distributor in Ireland for NSM jukeboxes, Electrocoin/Universal video games,Compu-Game Amusement machines, Micro Electronics card games, and REcel bingos, pin tables and amusement machines. In addition, as distributor by two other leading UK firms was expected by Coin Operated Amusements Ltd.

As part of its service to customers, the company issues regular Technical bulletins dealing with problems which arise on the various electronic amusement machines supplied by all leading manufacturers. It also conducts regular technical seminars dealing with the equipment which it distributors exclusively.

Coin Operated Amusements Ltd. has begun doing its own conversions —converting old video games into newer games with more appeal and greater earning power. This service, along with the stock of spare parts that the company holds and the technical bulletins and advise they issue, has helped bring it to the fore in the Amusement Industry in Ireland.

The company took part in the Associated Leisure, London Preview on the 1st and 2nd of October in the Cunard International Hotel, Hammersmith, London, where they displayed their complete range of new equipment for the 1981 season alongside the major UK and foreign distributors and manufacturers. It will also appear at the Coin-Op '81 which will be held at the end of April 1981 and which will be organized again by SDL Exhibitions Ltd. and promoted by the Irish Amusement Trades Association.

For further information contact Martin Dempsey; Phone: 045-21501, Telex: 31277.

U.S. firms booked for ATE/Olympia

The Amusement Trades Exhibition will be located, for the first time, at the Olympia National Hall, London, January 12-15, 1981. About 97,000 square feet of exhibition space will be occupied by the trade-only show which will feature all types of coin-operated gaming machines, amusement-with-prizes, amusement- only devices, video games, jukeboxes, pool tables, shooters, rides, bingo equipment, plus all the asociated specialist lighting, printing, and ancillaries.

Although applications for exhibit space are still being received, three U.S.companies have alreadybooked pace—R.H. Belem and Co., Eyerly Aircraft Corp., and Ardac Inc. Other U.S. companies will be represented by their U.K. distributors or branches, such as Bally International, Tournament Soccer, and Gaming Devices Inc.

More than 10,000 visitors, including 1,000 from overseas, attended the 1980 show. Special hotel rates are available to overseas visitors. Admission badges may be purchased in advance by sending a check or money order to the organizer, Amusement Trades Exhibition Ltd.

Applications must be received before December 20, 1980.

The cost of admission for a one-day-only trade preview, January 12, 12 noon to 7 p.m., is £20 (approximately $48). Admission for one or all three of the following days, January 13 to 15 will be £10 (approximately $24). Hours will be 10 a.m. to 6 p.m.

All inquiries and applications are welcomed by Amusement Trades Exhibition Ltd., 122 Clapham Common North Side, London SW4 9SP England; telephone: 01-228-4107.

Update re: 'The Gaming Industry'

Information in an article in the November issue of PLAY METER has been updated by the source of the article, "The Gaming Industry."

The information source, *World Gaming Report* of Las Vegas, noted these previous omissions:

Recel S.A., Garcia Nobeljas, 39, Madrid, Spain; Recel is the largest Spanish manufacturer of electronic coin-operated bingo games. Juan Paredes is managing director.

Famaresa, Torrejon de Ardoz, Calle del Hierro, 7, Spain; this is the second largest Spanish bingo manufacturer.

Sirmo S.A., Parc Industriel des Hauts-Sarts, 4400 Herstal, Belgium; worldwide, Sirmo is the second largest manufacturer of coin-operated bingo games, and is credited as the originator of the game. The company is also testing a line of electronic slot machines which it expects to introduce in the near future.

Omega Products, 4035 Oceanside Boulevard D-30, Oceanside, California 92054; Walt Fraley heads this new U.S. company which is developing a line of coin-operated specialty machines—poker, blackjack, lottery.

Whittaker (Amusement Rides) Ltd., Shaw Oldham OL28HE, Lancs., England; a leading manufacturer of multiplayer gaming machines: *Bonus Roulette*, *Blackjack*, and *World Cup*, reported World Gaming Report (October 20 issue).

Clarification

The previous report listed *Lowen Automaten* as the second largest manufacturer of German wall machines. Gerhard W. Schulze commented, however, that his firm is the exclusive worldwide distributor for wall games manufactured by *NSM Apparatebau GmbH & Co. KG.*, Bingen, West Germany. Schulze stated, "This company has been in the past and is actually the largest manufacturer of such games."•

classified advertising

NEW BELITA MANUAL and electric coin counters for sale. (800)433-2908 U.S. or (800)772-2703 TX wats.

FOR SALE: Used Rowe BC-9 Dollar Bill Changers. Call **SUMTER MUSIC & AMUSEMENTS, INC.** Sumter, SC 29150. (803)773-9583.

WANTED: Used 22' Late Model American Shuffleboards. Write or call **BRYAN BROTHERS MUSIC COMPANY,** 725 James Street, Cadillac, MI 49601. (616)775-7841.

OLD/ANTIQUE slot machines wanted. **JACKPOT AMUSEMENTS.** (312)849-4041.

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